



Retail MarketPlace Profile

St. Charles City, IL_10
St. Charles city, IL (1766703)
Geography: Place

Summary Demographics

2010 Population	35,003
2010 Households	13,182
2010 Median Disposable Income	\$62,253
2010 Per Capita Income	\$40,440

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$517,497,484	\$688,275,556	-\$170,778,072	-14.2	445
Total Retail Trade	44-45	\$441,217,806	\$584,290,906	-\$143,073,100	-14.0	324
Total Food & Drink	722	\$76,279,678	\$103,984,650	-\$27,704,972	-15.4	121

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$103,654,293	\$167,227,799	-\$63,573,506	-23.5	36
Automobile Dealers	4411	\$88,710,193	\$149,636,134	-\$60,925,941	-25.6	14
Other Motor Vehicle Dealers	4412	\$7,827,345	\$11,925,002	-\$4,097,657	-20.7	9
Auto Parts, Accessories & Tire Stores	4413	\$7,116,755	\$5,666,663	\$1,450,092	11.3	13
Furniture & Home Furnishings Stores	442	\$14,830,116	\$9,965,331	\$4,864,785	19.6	17
Furniture Stores	4421	\$9,031,209	\$5,856,251	\$3,174,958	21.3	2
Home Furnishings Stores	4422	\$5,798,907	\$4,109,080	\$1,689,827	17.1	15
Electronics & Appliance Stores	4431	\$13,028,052	\$16,978,517	-\$3,950,465	-13.2	33
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,646,346	\$38,584,315	-\$16,937,969	-28.1	43
Bldg Material & Supplies Dealers	4441	\$17,432,826	\$22,406,113	-\$4,973,287	-12.5	34
Lawn & Garden Equip & Supply Stores	4442	\$4,213,520	\$16,178,202	-\$11,964,682	-58.7	9
Food & Beverage Stores	445	\$86,327,034	\$164,049,523	-\$77,722,489	-31.0	26
Grocery Stores	4451	\$81,087,311	\$158,687,721	-\$77,600,410	-32.4	13
Specialty Food Stores	4452	\$1,293,887	\$1,272,831	\$21,056	0.8	6
Beer, Wine & Liquor Stores	4453	\$3,945,836	\$4,088,971	-\$143,135	-1.8	7
Health & Personal Care Stores	446,4461	\$16,369,260	\$24,464,071	-\$8,094,811	-19.8	20
Gasoline Stations	447,4471	\$71,256,670	\$27,825,223	\$43,431,447	43.8	8
Clothing & Clothing Accessories Stores	448	\$22,719,999	\$16,170,447	\$6,549,552	16.8	35
Clothing Stores	4481	\$17,488,478	\$10,895,838	\$6,592,640	23.2	19
Shoe Stores	4482	\$2,558,899	\$1,637,119	\$921,780	22.0	5
Jewelry, Luggage & Leather Goods Stores	4483	\$2,672,622	\$3,637,490	-\$964,868	-15.3	11
Sporting Goods, Hobby, Book & Music Stores	451	\$6,753,995	\$7,641,399	-\$887,404	-6.2	25
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,349,366	\$4,504,488	-\$155,122	-1.8	21
Book, Periodical & Music Stores	4512	\$2,404,629	\$3,136,911	-\$732,282	-13.2	4
General Merchandise Stores	452	\$62,116,912	\$84,692,000	-\$22,575,088	-15.4	12
Department Stores Excluding Leased Depts.	4521	\$27,534,792	\$43,070,114	-\$15,535,322	-22.0	8
Other General Merchandise Stores	4529	\$34,582,120	\$41,621,886	-\$7,039,766	-9.2	4
Miscellaneous Store Retailers	453	\$10,500,371	\$20,055,486	-\$9,555,115	-31.3	65
Florists	4531	\$350,909	\$844,841	-\$493,932	-41.3	7
Office Supplies, Stationery & Gift Stores	4532	\$3,129,310	\$4,379,130	-\$1,249,820	-16.6	18
Used Merchandise Stores	4533	\$938,328	\$738,946	\$199,382	11.9	14
Other Miscellaneous Store Retailers	4539	\$6,081,824	\$14,092,569	-\$8,010,745	-39.7	26
Nonstore Retailers	454	\$12,014,758	\$6,636,795	\$5,377,963	28.8	4
Electronic Shopping & Mail-Order Houses	4541	\$8,751,912	\$4,338,038	\$4,413,874	33.7	1
Vending Machine Operators	4542	\$1,356,778	\$1,874,022	-\$517,244	-16.0	2
Direct Selling Establishments	4543	\$1,906,068	\$424,735	\$1,481,333	63.6	1
Food Services & Drinking Places	722	\$76,279,678	\$103,984,650	-\$27,704,972	-15.4	121
Full-Service Restaurants	7221	\$32,363,753	\$55,730,524	-\$23,366,771	-26.5	75
Limited-Service Eating Places	7222	\$37,613,302	\$43,732,082	-\$6,118,780	-7.5	35
Special Food Services	7223	\$3,442,410	\$1,810,081	\$1,632,329	31.1	4
Drinking Places - Alcoholic Beverages	7224	\$2,860,213	\$2,711,963	\$148,250	2.7	7

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

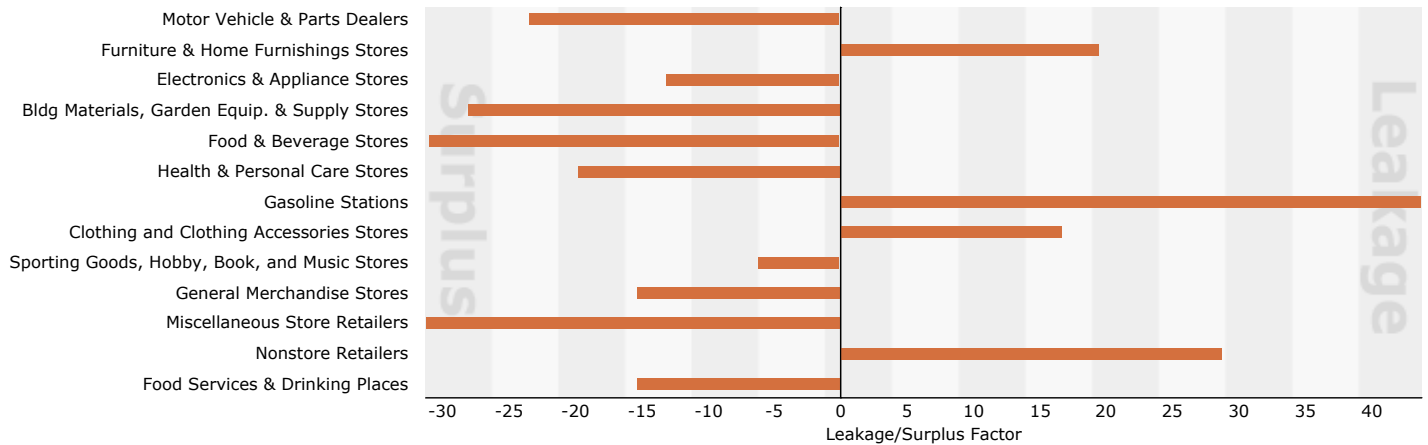
Source: Esri and Infogroup

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Made with Esri Community Analyst

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 Geography: Place

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

